



StairWELL Kit

Instructions for Use

Look around your office building for physical activity equipment. Did you find the stairs? They are the easiest and inexpensive way to increase physical activity while at work.

One goal of the Healthy South Dakota initiative is to get South Dakotans up and walking to improve health. Walking isn't just horizontal movement, it's vertical movement on the stairs, too.

StairWELL is a walking promotion that is simple to use and effective in getting people to walk more at work. Tested in real-life situations at the Centers for Disease Control and Prevention in Atlanta, stairwell prompts (posters) were effective in increasing the number of people using the stairs.

Using the kit requires these simple steps:

1. Put the point-of-decision prompts (posters) next to the elevator buttons at eye level or in a place that elevator- and escalator-users will be looking as they approach them.
2. Vary the messages from time to time to keep people reading and interested. It is recommended to change the posters once a month. Continue this throughout the year.
3. Create your own unique prompts to keep the program going or "re-cycle" the Healthy SD prompts.
4. Consider doing a survey before posting the prompts to find out how often people are using the stairs. Repeat after use of the StairWELL Kit to estimate the effect.

For more information or if you have questions, contact the Healthy South Dakota staff:

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Thanks for helping promote the StairWELL project!